

IN THE CLAIMS:

Please cancel Claim 419 without prejudice or disclaimer of subject matter and amend the claims as shown below.

1. to 417. (Canceled)

418. (Currently Amended) An image forming system comprising an advertiser apparatus, an information control apparatus and an image forming apparatus, wherein said advertiser apparatus provides advertisement data, said information control apparatus manages output information, and said image forming apparatus prints print data generated from the output information and the advertisement data and charges for printing of the print data so that a printing fee for printing of the output information is reduced in accordance with the printing of the advertisement data ~~being printed~~,

said advertiser apparatus comprising:

a memory which stores a first computer program; and

a processor that executes the first computer program stored in said memory included in said advertiser apparatus, the first computer program comprising computer executable code that performs the steps of:

inputting an advertisement size of the advertisement data to be printed; and

transmitting the advertisement data and the input advertisement size thereof to said information control apparatus, and

said information control apparatus comprising:

a memory which stores a second computer program; and

a processor that executes the second computer program stored in said memory included in said information control apparatus, the second computer program comprising computer executable code that performs the steps of:

receiving a designation of a print sheet size and the output information, the designation being provided in accordance with a user's operation;

determining a layout which corresponds to a type of the output information designated in said designation receiving step, to secure an advertisement area for printing the advertisement data on the determined layout; and

selecting the advertisement data ~~having the advertisement size corresponding to the size of the advertisement area secured in said layout determining step,~~ from the advertisement data transmitted to said information control apparatus in said advertisement data transmitting step ~~so that said image forming apparatus generates the print data to lay out the output information designated in said designation receiving step and the advertisement data selected in said advertisement data selecting step,~~ in accordance with the size of the advertisement area secured in said layout determining step, and at least one of a number of times of printing the advertisement data, a unit price of the advertisement data, print position settings of the advertisement data, a size adjusting method of the advertisement data, and an arrangement orientation of the advertisement data; ~~the layout determined in said layout determining step~~

generating the print data by laying out the output information designated in said designation receiving step and the advertisement data selected in said advertisement data selecting step in accordance with the layout determined in said layout determining step; and

adding print data of a bar code indicating a print fee for printing of the output information, which is reduced in accordance with the advertisement data being printed, to the print data generated in said print data generating step.

419. (Canceled)